

Element	Emerging	Developing	Achieving	Succeeding	Commanding
<i>Articulation of Specialty Area Theme</i>	There is no clear or discernable connection between the specialty area coursework to suggest a specialty area theme.	A reasonable attempt at articulation of the specialty area is apparent, but the argument is ineffective, unclear, and inaccurate to an extent that it leaves the reader questioning its viability.	The theme and title of the specialty area is inaccurate or ineffective for these courses. The courses fit together, but we need a stronger articulation the theme title.	Connection between the specialty area courses and the specialty area theme apparent, but the argument articulating that connection only moderately effective.	Clear, convincing, and assertive argument demonstrates that all specialty area courses are connected by a common theme and have an appropriate and effective title.
<i>Connection of Each Specialty Area Course to Comm. Studies Coursework</i>	Severe lack of accuracy and sound logic leaves the readers unable to understand connection between specialty area coursework and Communication Studies coursework.	Apparent inaccuracies in the subject matter of either the specialty area courses, or the Communication Studies coursework, reduces the credibility of the author.	Some inconsistencies in the articulation of the connections between specialty area coursework and Communication Studies coursework leads the readers to be slightly skeptical of the author’s understanding of both.	Some minor lapses in the strength of the arguments connecting specialty area coursework and Communication Studies coursework, but overall, effectively albeit modestly demonstrate the author’s understanding of both.	Highly effective and clear argument connecting the material of the specialty area coursework to the material of communication studies coursework, demonstrating a firm understanding of both.
<i>Articulation of Specialty Area Theme to Student’s Goals for Comm. Studies Discipline</i>	No apparent connection between the specialty area theme and the student’s goals for Communication Studies discipline.	Inconsistent and incomplete argument connecting the specialty area to the student’s goals for Communication Studies discipline leaves reader significantly questioning its viability	Connection between specialty area and the student’s goals for the Communication Studies discipline apparent, however lack of strength, assertiveness, or clarity leaves the reader skeptical of its viability.	Clear articulation of the connection between the specialty area theme and the student’s goals for the Communication Studies discipline, convincing the reader of its viability.	Strong and assertive articulation of the connection between specialty area and student’s goals for Communication Studies discipline, convincing the reader of its viability and the author’s commitment to the specialty area.
<i>Grammar, Syntax, & Tone</i>		Errors in spelling, punctuation, & grammar greatly impede understanding of the meaning of the writing and render the piece nearly incoherent.	Many errors in spelling, punctuation, and grammar that begin to limit the reader’s ability to understand the author’s meaning.	Some minor grammatical and spelling errors, however, not enough to affect the reader’s ability to fully comprehend the author’s argument and purpose	Virtually free of any mechanical errors, and execution demonstrates author’s command of language.
<i>Mechanics of Delivery (Format & Logistical Details)</i>	Complete lack of logistical details renders letter unacceptable.	Formatting of the paper is a concern and greater attention to detail – either in the logistical information, visual presentation, or both – is needed	Clear effort is paid to ensuring the accuracy of logistical details and clean professional formatting of paper, but some minor edits and upgrades are warranted.	Student name, SWID, date submitted, & course ID for each specialty area course, and unit load for each specialty area course all articulated. Overall presentation is attractive and appealing to the reader. Some edits may be recommended, but are not necessary	All the necessary details (name, SWID, date, Course ID & Unit Load for Specialty Area Courses) are present and included in the letter fluidly and effectively. Flawless execution of formatting guidelines results in a highly professional and attractive image.